

THE IMPORTANCE OF FOOD QUALITY ASSURANCE FOR COMPETITIVENESS AND SOCIAL RESPONSIBILITY OF BUSINESS

Dalia Karlaite

*Mykolas Romeris University, Lithuania
Vilniaus kolegija/University of Applied Sciences, Lithuania
karlaitedalia@gmail.com*

Abstract

Purpose – to disclose the importance of food quality assurance for competitiveness and social responsibility of business.

Design/methodology/approach – analysis and synthesis of scientific literature and legal documents.

Findings – the food quality assurance is important not only for the competitiveness and social responsibility of business but also for stakeholders (especially customers).

Practical implications – the stakeholders (especially customers) should be more active in achieving the food quality assurance.

Originality/Value – the importance of food quality assurance for the competitiveness and social responsibility of business and for stakeholders (especially customers) is discussed with the aim to encourage more active scientific discussion and real actions on how to achieve the better results as soon as possible.

Research type: general review.